



HeartLinks Program



HEARTLINKS PROGRAM SITE PROFILE – PONTCHARTRAIN, LA

Program Information

Link Chapter/Program Site: Pontchartrain, LA
Link Program Coordinator: Gwendolyn Muse Charles

Link Chapter President: Hattie Broussard
Link Program Co-Coordinator: Cori M. Brock

PROGRAM MANAGEMENT

- **Program Team Structure:** Link Program Coordinator, Link Chapter National Trends & Services Facet Members & Link Chapter Volunteers

PARTICIPANT RECRUITMENT & RETENTION

- **Number of Sites Recruited/Retained:** 3/1 (i.e., church)
- **Number of Participants Recruited/Retained:** 49/20
- **Recruitment/Retention Strategies:** Recruitment support from community partners (i.e., churches, nurses organization, sororities, Black media outlets, civic activist, etc.) & Link Chapter members; flyers; announcements in church bulletins; Black news journal; web-based newsletter; food coupons & products; & attendance prizes (i.e., jumpropes & keylights)
- **Number Screened:** 49

EDUCATIONAL SESSIONS

- **Course Schedule:** Monthly sessions on 2nd Wednesdays from 6:45 p.m.-9:00 p.m. from November to May
- **Course Instructors/Facilitators:** Primary healthcare professionals; cardiologists; dietician; chef; Link Chapter physicians, -pharmacist, -professors & -members
- **Participant Involvement:** Actively participated in sessions; posed questions & prompted discussions concerning personal & family health with group participants & facilitators

COMMUNITY HEALTH PARTNERSHIPS

- **Number of Partners:** 7
- **Red Event/Number Attended:** Guest speaker from the American Heart Association at the New Orleans Public Library/30
- **Partner Contribution:** Venues for *HeartLinks* sessions & Red Event; screening; *HeartLinks* session facilitators; food coupons & products; monetary contributions; cooking demonstrations; diabetes educational materials; & medical resources